



HERB J. WESSON, JR.
COUNCILMEMBER, 10TH DISTRICT
PRESIDENT, LOS ANGELES CITY COUNCIL

January 9, 2018

Dear Pico Boulevard Property Owner:

Over the past 10 years we have been very fortunate to have the Byzantine Latino Quarter-Business Improvement District (BLQ-Pico BID) performing vital services along Pico Boulevard that benefit the commercial properties located within its boundaries. These services have attracted customers to the area and helped build the businesses and its jobs that are enjoyed within the District today. We have learned that by working together, positive results can be achieved. However, there is more to do. That is the reason I'm writing to support the renewal of the BLQ-Pico BID and to urge you to do so as well.

The BLQ-Pico BID performs services over and above those that the City could provide. This includes: trash collection, pressure washing, graffiti removal, bulky item pick-up, tree trimming, street pole medallions, the "Dining Guide," and bright neon signage.

I understand that the BLQ-Pico BID has great plans for the future and Council District 10 will be an active supporter of those efforts to continue the improvement of our community. The District must be renewed in order for those plans to become a reality. The most important, next step you can take right now to enhance business and property values on Pico Boulevard is to sign a petition and vote to renew the BID.

Thank you for your support!

Sincerely,


HERB J. WESSON, Jr.
President, Los Angeles City Council
10th Council District

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